



# Simulation Studios

Live a day as your CEO®

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## COMPANY OVERVIEW

Create Positive Corporate Change.

888-908-7467 | [ContactUs@SimStudios.com](mailto:ContactUs@SimStudios.com) | [www.SimStudis.com](http://www.SimStudis.com)

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# ABOUT SIMSTUDIOS

## Company Summary:

Simulation Studios is a boutique firm (by design) that has an unusual group of exceptionally accomplished people from the business world. We have engineering expertise, P&L management expertise, leadership expertise, education expertise, and more. We've developed and delivered highly engaging global learning experiences that instantly apply to participant's work.

## Value of Service:

SimStudios helps you forge strategic and innovative development solutions that engage and create organizational change.

## Industry Experience:

- |                     |                    |
|---------------------|--------------------|
| Pharmaceutical      | High Tech          |
| Health Care         | Travel             |
| Heavy Equipment     | Food Services      |
| Energy              | Financial Services |
| Aerospace & Defense | A lot more         |

## Simulation Types:

- |                        |                     |
|------------------------|---------------------|
| Leadership Development | Innovative Thinking |
| Business Acumen        | Situational Leaders |
| Sales Training         | Silo Reduction      |
| Business Analytics     | Change Management   |
| Strategy Acumen        | A lot more...       |

## SOLUTION BY REGION



## Experience

SIMULATION DEVELOPMENT

200+

AVERAGE SCORE

4.86

PROGRAMS FACILITATED

500+

SHAREHOLDERS TO PLEASE

0

COUNTRIES FACILITATED

15+

YEAR FOUNDED

2001



## COMPANY REVIEWS

### Public Company Quotes:

"Working with Bill [SimStudios] was an outstanding experience from start to finish, very supportive developing a world class business simulation for McDonald's UK for our mid-mgt development. Every step of the development process was clearly explained and supportive, working with several members of the team - exceptional in all areas."



**Clough Lucy (via LinkedIn)**

Chief Learning Officer at McDonald's



I had the pleasure of working with Bill on a fast-paced pilot program that we launched at Boeing. Being a college-facing experience, the module that we needed had to be simple, yet innovative, while providing students a glimpse of what "business" at Boeing was like while running their own company. Bill and SimStudios absolutely knocked it out of the park. The level of customization, responsiveness, and quality that went into the development and launch of our simulation was far beyond expectations. We couldn't have been more happy with the end results. More important to me was Bill's ability to engrain seamlessly with the Boeing team while motivating and exciting the students at our event. His humor, easygoing demeanor, and ability to pull participants out of their comfort zone was exactly what we needed for our program.



**Andrew Foster (via LinkedIn)**

Director at The Boeing Company



SIMULATION STUDIO

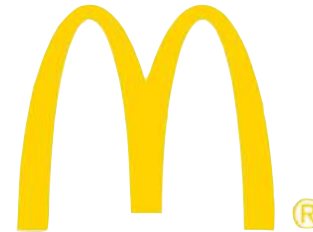


NOVARTIS

SONY



BOEING



AstraZeneca



THE HUFFINGTON POST

CATERPILLAR

CHIEF LEARNING OFFICER

BUSINESS INSIDER





# SIMULATION SOLUTIONS

These are the basic simulation packages we offer



## Custom Business Simulation

Do you have advanced leadership development, strategy, or corporate development needs? A custom business simulation is built 100% around your business, your tools, and your company's strategy and training needs that will:

- Be created around the advanced needs of your strategy and development needs
- Accelerate the change management initiatives within your organization



## Tailored Business Simulation

Do you have specific leadership development or corporate training needs but a fully custom solution is too big? A tailored business simulation might be the perfect fit for your corporate training needs. A tailored business simulation will:

- Install your leadership models
- Apply your training to your business
- Create buzz and wait-lists for your training programs



## Ready-To-Go Business Simulation

Bring your leadership development or corporate training program to levels traditionally reserved for the Fortune 500! Highly engaging modern solutions for leadership development or corporate training that:

- Challenge and delight today's learners
- Engage, excite, and apply learners
- **Topics Include:** Leadership, Business Acumen, Data Analytics, Innovative Thinking





# SIMULATION: READY-TO-GO TOPICS

Modern Training Solutions Ready For The Digital Learning Age

LEARN THE SKILLS MODERN BUSINESS REQUIRES- A strong base in business acumen, business analytics, and innovative thinking are required from today's business. Accelerate business capabilities utilizing effective executive tools used within some of the top global Fortune 500® companies for over a decade. Please Note: Program size is capped for quality.

## Leadership Development

Participants will learn the importance of leadership and its direct positive impact on business outcomes. They'll also experience first-hand the importance of a leadership competency model, teamwork, and effective business management.

## Business Acumen

Speaking the common language is critical to the success of the organization. In this hands-on workshop, you'll learn corporate strategy, corporate finance, marketing, supply chain, IT management, leadership and more! Best of all, you'll be able to practice these essential topics hands-on driving a state-of-the-art business simulation. This is theory and application in one.

## Business Analytics

Business Analytics has become commonplace. Learn about methods of data collection, and how data can inform business decisions. Most importantly, you'll learn how to use this data and communicate key ideas about how to use this data.

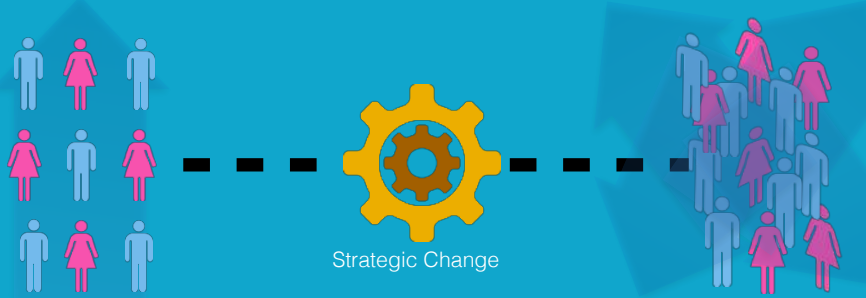
## Innovative Thinking

This workshop will encourage you to see things through a different lens. The results are a more natural ability to see effective insights that help you solve challenging problems in new and interesting ways. This workshop is all hands-on with special emphasis on bringing new ideas to market.

# CHANGE ACCELERATION SOLUTIONS

## THE PROBLEM

When the corporate strategy changes, Sr. Management starts working in the new direction but managers and employees work in the old direction. **Employees don't understand 'what'** the new strategy is, **'why'** there's a new strategy, and **'how'** they fit into the **change**.

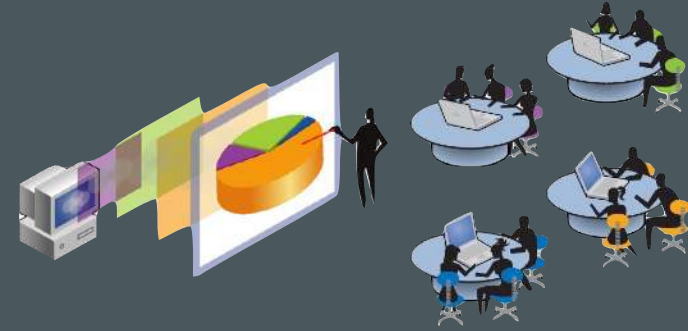


Before New Strategy

Confusion After Change

## THE SOLUTION

Give managers a day in the life of your CEO® using state-of-the-art **business simulation and gamification** mixed with in-person executive led hands-on workshops.



## HOW THE PROCESS WORKS



**WE GATHER INFORMATION** about your company, industry, culture, strategy, and a lot more.



**WE BUILD A STATE-OF-THE-ART BUSINESS SIMULATION** of your company. Everything from strategy to culture.



**WE RUN MANAGERS THROUGH** a 1-day hands-on competitive business war game experience for 3 simulated years.

## THE RESULTS

Managers engage in a competitive war game against each-other **running your business**. The results is a natural understanding of your strategy. Managers learn the **'what'**, **'why'**, and **'how'** of the corporate strategy **resulting in turning the strategy into action faster**.





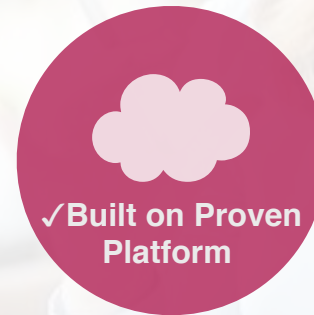
# TECHNICAL OVERVIEW

High Level Solution Overview-



## In-Person Simulation Solution

This is a highly engaging hands-on team based solution that will give participants a deep dive experience with real leadership challenges they'll face as a manager and experience the impact change has on the business. This will build business acumen, naturalize the corporate strategy, think strategically, understand customer needs, break down business silos, and understand the impact people and change has on business outcomes. This is solution requires exceptionally high active participant involvement. Think of it as a 'business war game.'



✓ Built on Proven Platform



✓ Real-Time Competition



✓ Exceptionally Engaging



Focus of solution: Deep dive into living the core goals of your training program.



Skills Applied: Leadership Models, Corporate Strategy, Business Acumen, More...





# TECHNICAL OVERVIEW

High Level Solution Overview-

## Solution Highlights

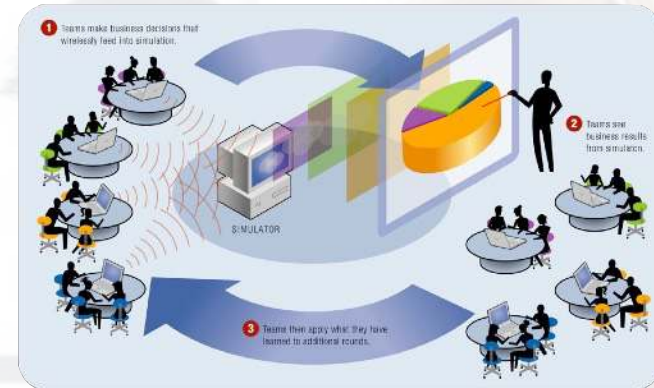
- Goal: Give participant's hands on experience with real leadership challenges and experience the impact decisions have on your business.
- Build business acumen, naturalize the strategy, think strategically, understand customer needs, break down business silos, and understand the impact people has on business outcomes.
- The solution will be in-person facilitator lead for a deep dive into training content with substantial learning sharing.
- This will be a competitive simulation exercise creating high engagement.

## Goal of the Simulation Solution

The goal of this solution is to give the participants a deep dive, hands-on experience with the real leadership and business challenges change creates. Participants will experience the impact of decisions on your business. This will build business acumen, naturalize corporate strategy, think strategically, understand customer needs, break down business silos, and understand the impact people has on business outcomes.

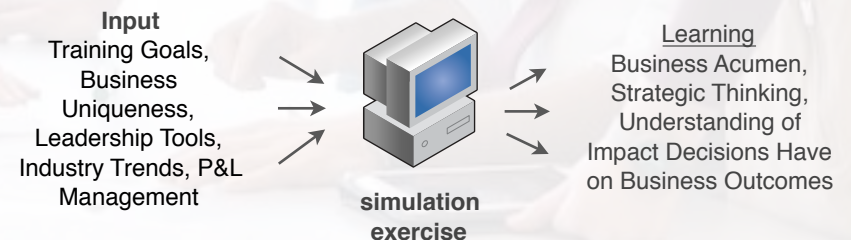
This in-person business simulation will give participants the opportunity to live a day as a Sr. Manager. They'll have to define their vision, their strategy, and their leadership. From here, it is up to them to execute their business. Participants will work through business problems, and leadership challenges while remaining flexible due to market changes and curve balls they didn't expect.

**SIMULATION STUDIO**



## Sample Process Overview

1. Participants are broken into teams. They make business, people, leadership, and enterprise wide decisions within the simulation.
2. The facilitator reveals what happened in the peer-to-peer competitive marketplace and the impact leadership/people has on the financial outcomes of the business.
3. Participants learn from the feedback, adapt, and apply the leadership model and tools to more rounds of the simulation. Total Time: Estimating ~1 day of simulation play.







# KEYS TO PARTICIPANT EFFECTIVENESS

There are clear historical traits in the winning team



## Strong Ability to Execute

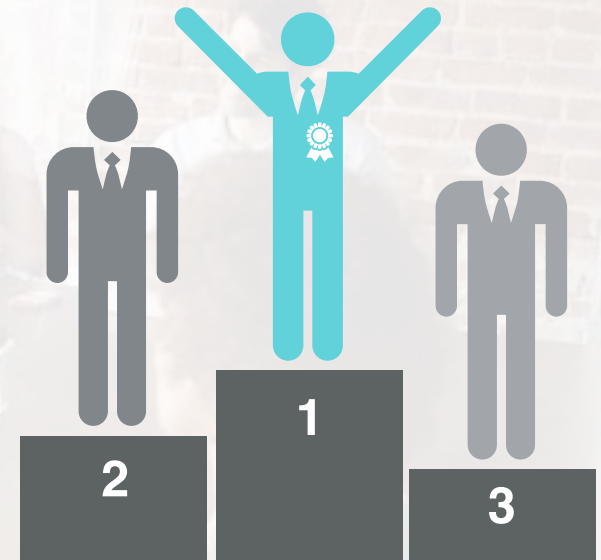
Teams that demonstrate a thought out and methodical ability to focus on execution do well by paying special attention to topics such as:

- Follow-Through
- Roles and Responsibilities
- Clear and Realistic Goals
- Strategy Execution Planning
- Knowing the Business
- Effective Teamwork
- Effective Leadership

## Strong Ability to Strategize

Teams that demonstrate a well thought out and methodical ability to strategize by focusing on topics such as:

- Rivalry, Disruption, Supplier/Buyer Power, Industry Position, Entrant Potential, Short Term/Long Term Dilemma, Internal/External Cost Management, Much More.



The teams that demonstrate a strong ability to both create a clear and achievable strategy and an ability to translate this strategy into a clear plan to execute the strategy tend to perform best. The sim, by design, rewards the teams that tend to 'stay the course' with a realistic and achievable strategy.

# ABOUT SIMULATION STUDIOS



**Simulation Studios is Run By Bill Hall-** Bill began his career at Apple, where he worked as an engineer and product manager. He collaborated directly with Steve Jobs on various projects such as iMac and Mac OS X, and was a five-time Apple MVP and a Golden Apple award winner. He has worked on corporate turnarounds at companies such as Apple, Nortel, and AOL, as well as at startups such as Skype. Bill is the author of Amazon #1 bestseller *Shift: Using Business Simulations and Serious Games*, and his articles have been featured in Huffington Post, Entrepreneur, Business Insider, and elsewhere. Bill has an MBA in Entrepreneurship and lives in the San Francisco Bay Area with his family.



**Lucy Clough**  
Head of Training & Development at McDonald's UK

“ Working with Bill was an outstanding experience from start to finish, very supportive, developing a world class business simulation for McDonald's UK for our mid-mgt development. Every step of the development process was clearly explained and supportive, working with several members of the team - exceptional in all areas”  
July 13, 2014, Lucy was William's client



**Andrew Foster**  
MBA Candidate Kellogg School of Management, Northwestern University

“ I had the pleasure of working with Bill on a fast-paced pilot program that we launched at Boeing. Being a college-fresh experience, the module that we needed had to be simple, yet innovative, while providing students a glimpse of what "business" at Boeing was like while running their own company. Bill and SimStudios absolutely knocked it out of the park. The level of... more”  
August 15, 2016, Andrew was with another company when working with William at Simulation Studios



**Carter Adamson**  
Executive in Residence at AlamoCo  
May 6, 2016, Carter managed William directly

Bill is an absolute pleasure to work with across the board. He is a fabulous manager and motivator and an extremely loyal and hard working professional. His knowledge and experience in the industry, as well as his understanding of technology make him an excellent asset to any consumer software or services team.



**Shaan Pruden**  
Senior Director, Partnership Management at Apple

“ Bill combines the best strategic thinking with the ability to make things happen on a day to day basis.”  
April 24, 2008, Shaan managed William indirectly at Apple Computer



**Eric Nuss, MBA**  
Director of Business Solutions and Consulting at Henry Schein Dental

“ Working with Bill and SimStudios has been a huge asset to Henry Schein's Dental Business Institute Training program. SimStudios created 3 custom simulations to compliment a curriculum about entrepreneurship for dentists for us that give dentists from around the country the ability to learn business acumen like no other solution in the market. Bill helped us with not only... more”  
April 18, 2016, Eric was William's client



**David Baker**  
Service Provider Cloud Architect - Senior Architect at CISO, Dell-EMC  
January 28, 2016, William worked with David in the same group

Bill is a high performer who is calm under pressure. He has a singular ability to identify the correct path of action and to manage that process to the end. His cheerful personality allows him to lead people easily. With both the strategic foresight and the leadership capabilities Bill would be an awesome addition to any organization's management team.



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“

Working with Bill and SimStudios has been a huge asset to Henry Schein's Dental Business Institute Training program. SimStudios created 3 custom simulations...

”

- Eric Nuss - Henry Schien Dental

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# CONTACT US FOR MORE INFO!

We're friendly, innovative, and happy to talk about sims, games, and corporate training.



## Simulation Studios

Live a day as your CEO®

### Contact us:

- 📍 San Francisco Bay Area
- 📞 888-908-SIMS (7467)
- ✉ [info@SimStudios.com](mailto:info@SimStudios.com)

[www.SimStudios.com](http://www.SimStudios.com)

“

[SimStudios] is one of my favorite vendors to work with. He always has the big picture in mind when developing learning; focusing on the program objectives!

”

- Kelly Funke - Caterpillar Inc.